

# CHAMPIONS CHATTER

HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

1ST QUARTER, 2006

## A PICTURE OF SUCCESS IN THE MOUNTAINS

### MORGAN COUNTY CHAMPIONS FOR A DRUG-FREE KENTUCKY

By Mark Heyerly, Morgan County Champions Coalition

Morgan County is located in east-central Kentucky. Because of its fertile valleys and good pasture land, Morgan County came to be called "The Bluegrass County of the Mountains." Cattle, burley tobacco and lumber flourished and became the area's main industries. The population of Morgan County is 13,950 with 3,300 of those citizens living in West Liberty.

After existing as a regional initiative, the Morgan County Champions began to operate individually in 2001 with state Champions funding. At the time, no other organization was solely dedicated to prevention substance abuse in Morgan County. Several years later, the Coalition continues to grow and is recognized as a vital community partner helping make Morgan County youth safe and healthy. The group is led by Coalition Chair Keith Holbrook along with the support of Ronne Nunley and her staff at the ALERT Regional Prevention Center.

The Coalition's primary focus is providing evidence-based curricula to the Morgan County School System, particularly in the middle grades. Last year, the school switched their program and began using "Too Good for Drugs." This program was expanded and piloted in the elementary schools and high school. There are also after-school and summer camp components which continue the key message of this curriculum. The Morgan County Youth Service Center staff at each school has been instrumental in implementing this curriculum with great success.



Morgan County Champions Members

The Champions Coalition also has the support of the city, county, state law enforcement, local hospital and several other concerned organizations and individuals. The Champions Coalition also completes tobacco vendor education for its tobacco retailers and conducts tobacco compliance checks to help curb youth access to tobacco products.

In 2003, the county formed a KY-ASAP Local Board and last year Operation UNITE began a faith-based group in the county. All three groups immediately realized they could help each other's mutual goals. Though the three have somewhat different objectives and activities, and thus meet independently, they chose to all meet on the same day and location, greatly increasing their collaboration efforts. The alliance resulted in better communication, sharing of resources and the reduction of duplication of services.

This past year, the Coalition strengthened its youth support and many activities were accomplished by the Morgan County High School Teen Action Project. In fiscal year 2007, the

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Morgan County Champions Coalition looks forward to continued success working with school and community partners to further decrease the use of alcohol, tobacco and other drugs by Morgan County youth. The Coalition will be implementing a more aggressive parenting component to better reach and educate parents on substance abuse issues.

**Editor's Note:** The Morgan County Champions have had measurable success in substance abuse prevention. The chart below reflects significant decreases in tobacco use (cigarette and smokeless) in the 8th and 12th grades, according to the 2004 KIP Student Survey data vs. 2001 data. This is noteworthy given the county's economic reliance on tobacco production. Alcohol use also declined significantly in grades 6, 8 and 10.

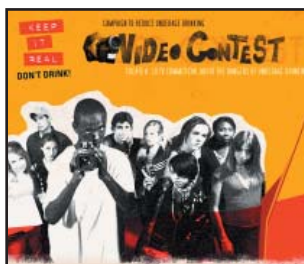
Cigarette Use (past 30 days)			
	2001	2004	% Change
8th Grade	25.6%	10.5%	-15.1
12th Grade	33%	19.5%	-13.5

Smokeless Use (past 30 days)			
	2001	2004	% Change
8th Grade	24.8%	17.4%	-7.4
12th Grade	19.4%	14%	-5.4

Alcohol Use (past 30 days)			
	2001	2004	% Change
6th Grade	7.1%	3.4%	-3.7
8th Grade	17.9%	7.8%	-10.1
12th Grade	35.4%	24.3%	-11.1

## KEEP IT REAL

Article provided by the Bluegrass Regional Prevention Center



**Keep It Real** is the brainchild of a public/private partnership spearheaded by members of the Lexington Mayor's Alliance on Substance Abuse (Champions Coalition) and the KY-ASAP Fayette County Local Board. **Keep It Real** is an internet/video contest with the idea to engage

youth where their interests lie, focusing on technology, including video production and the internet.

Students were asked to produce a 30-second commercial promoting why kids under 21 shouldn't drink. All entries have been posted on the **Keep It Real** website and community members voted for their favorite videos. The winning video aired on MTV, Comedy Central and ESPN during Super Bowl week. This year the campaign received a grant from the Kentucky State Police Highway Safety Program and funding from corporate sponsors: Central Baptist Hospital and State Farm Insurance.

The 2005-2006 video contest received 48 video entries from 12 schools in 8 counties, including three entries in Spanish. Schools represented included Eastern High

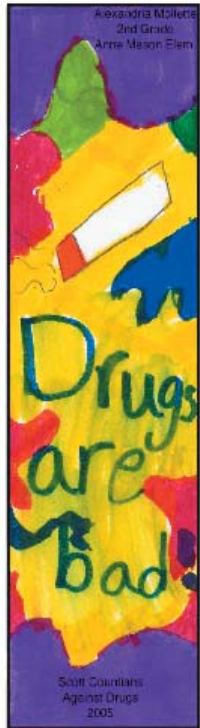
School in Jefferson County, Elizabethtown Independent, all five Fayette County Public High Schools, Lexington Catholic, Henderson County, Madison Southern and Scott County High School.

The "People's Choice Award" is the video with the highest number of website votes and went to Eastern High School students in Louisville. The Best Picture Award is chosen by a panel of judges and went to Elizabethtown Independent High School students. Other awards were given for best art direction, best comedy, best editing, best director and best foreign language film. Everyone who entered was honored at an Oscar-style celebration at the Kentucky Theatre in Lexington in late January.

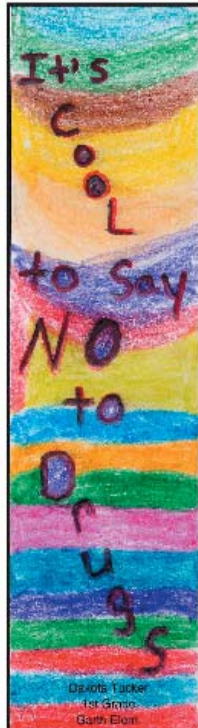
Will **Keep It Real** have an impact on underage drinking in Kentucky? It's too soon to tell. But some things are certain; it has engaged youth in meaningful conversation, helped focus their attention on the very real risks involved in drinking and countered the false perception that "everyone is doing it." **Keep It Real** is just one more step on the path to a healthier community. But it is a step taken by the youth themselves. To check out the **Keep It Real** videos, visit their website at [www.keep-it-real.us](http://www.keep-it-real.us).

# SCOTT CO. CHAMPIONS SPONSORS ANNUAL ANTI-DRUG BOOKMARK CONTEST

Students in Georgetown and Scott County schools participated in an Anti-Drug Bookmark Contest to celebrate Red Ribbon Week. The bookmarks are distributed to the school libraries, public library, local businesses and public buildings. It is amazing to see what wonderful anti-drug messages the students produced and the artwork is exceptional!



K-2 Winner  
Alexandria Mollette  
2nd grade  
Anne Mason Elementary



K-2 Runner-up  
Dakota Tucker  
1st grade  
Garth Elementary



3-5 Winner  
Cody Burke  
4th grade  
Northern Elementary



3-5 Runner-up  
Sawyer Ward  
4th grade  
Garth Elementary



6-8 Winner  
Wyatt Hoffman  
8th grade  
GMS



6-8 Runner-up  
Taylor Ingram  
8th grade  
SCMS



## RPC GUEST COLUMN

### KENTUCKY CERTIFIED BOARD FOR PREVENTION PROFESSIONALS

By Judy Chandler Wilson, CPP, Director - The Adanta Group



The Kentucky Certification Board for Prevention Professionals (KCBPP) is the official credentialing body for alcohol, tobacco and other drug (ATOD) prevention professionals in Kentucky. KCBPP is a member of the International Certification and Reciprocity Consortium, which currently grants reciprocity in

entities around the world.

The KCBPP determines whether individuals have met the knowledge, training and educational requirements of the Certified Prevention Professional (CPP) and the Prevention

Associate (PA) designation. The Board is composed of representatives from the ATOD prevention field across Kentucky and continually updates and implements standards for prevention professionals in the state. The certification process requires 150 hours of training in identified domains, two years of professional prevention experience and a passing score on an international examination. Certification assures the quality of service to the individuals and communities served by more than 88 CPPs across the Commonwealth.

For additional information about KCBPP or the prevention certification process, contact the KCBPP office manager at 502-633-6631 or by e-mail at [kcbpp@ka.net](mailto:kcbpp@ka.net).

"If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them."

Henry David Thoreau  
1817-1862

### TEEN TALK

By Sarah Collins, President, Champions Against Drugs Club - Augusta High School



I believe that today's culture depends on alcohol. Parties, restaurants and events typically have alcohol available. If a teen is invited to a birthday party, a typical question that floats around school is "Will there be alcohol?" I think it is

sad that their attendance relies on the answer to this question. Today's culture also seems to convey to youth that it is "cool" to get drunk. Teenage conversations

often revolve around the events of the latest party, or what exactly happened when so-and-so got drunk. The pressure is strong on teens who are trying to stay drug and alcohol free. It doesn't seem like there is anyone to hang out with or to have fun with on the weekends because you know that there is a big party; you also know that there will be alcohol at this party. To avoid the peer pressure, you avoid the party, but by avoiding the party, you miss out on the social aspects of getting together with people you spend time with during school.

# YOUTH PARTNERSHIPS GET THINGS DONE IN KENTUCKY

By Heather Mann, Youth Prevention Specialist - Communicare Regional Prevention Center

Three years ago, the Communicare Regional Prevention Center collaborated with the Alcohol Prevention Enhancement Site to host a two-day environmental strategies training at Otter Creek Park. The result was a partnership with Breckinridge and Meade County youth who decided to get involved. The youth partnership selected "Social Host Ordinance" as their project.

The Social Host Ordinance holds adults responsible who "knowingly" allow underage drinking to occur by providing a place for youth to drink. It also imposes a fine on those persons. The ordinance strengthens current minor laws because it provides a "lower level" of proof versus the current "transaction with a minor" laws currently in effect.

The youth received a Youth Empowerment System (Kentucky YES!) grant to fund their work toward an alcohol awareness/reduction project. After the youth groups received funding, they devised an action plan and decided to form one task force of youth and school personnel to work on the project together.

Although the youth from both counties approached the project slightly different, both groups were successful. The Breckinridge County Social Host Ordinance was presented to the Breckinridge County Fiscal Court



Meade County Youth in Charge received the YES! Group of the Year award for 2005.

on November 14, 2005, and passed unanimously. The ordinance became effective at the end of December 2005. The Meade County Social Host Ordinance became effective at the end of February 2006.

The Social Host Ordinances passed in Meade County and Breckinridge County are the first in Kentucky.

The youth involved in the project are not resting on their laurels. They are providing training on this environmental strategy to the youth in Nelson and Washington County.

## CHAMPIONS CHATTER ANNOUNCEMENTS

### Mark Your Calendar!

What: Champions/KY-ASAP Joint Conference 2006  
Where: Capital Plaza Hotel (formerly Holiday Inn) Frankfort, Kentucky  
When: October 4 - 6

See you then!



ODCP is very pleased to welcome our newest Champions for a Drug-Free Kentucky Coalitions:

- Champions for a Drug-Free Whitesville (Davies Co.)
- Champions for a Drug-Free West End (Davies Co.)
- Leslie County Drug Awareness Council
- Scottsville/Allen Co. Coalition
- Champions for a Drug-Free Carroll Co.

**Congratulations!**



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